



Complaints & Feedback Policy

Lowry is committed to maintaining high standards of artistic excellence, customer service and public engagement. We recognise that, despite our best efforts, concerns may arise. This policy sets out a fair, transparent and accessible process for raising complaints, ensuring all voices are heard and that feedback contributes to continuous improvement.

1. Purpose

This policy provides a clear framework for receiving and responding to complaints, comments and compliments from members of the public and external stakeholders.

We value feedback as an essential part of learning, accountability and strengthening our organisation.

2. Scope

This policy applies to complaints from patrons, visitors, participants, audiences, customers, donors and any other external individuals or organisations engaging with Lowry.

Complaints may relate to, but are not limited to:

- Artistic programmes, performances and exhibitions, including immersive experiences
- Customer service
- Ticketing, pricing and refunds
- Facilities, accessibility and safety
- Retail and catering services
- Learning and engagement programmes
- Communications, marketing and digital platforms
- Fundraising activity
- Equality, diversity and inclusion
- Staff conduct and behaviour
- Policies and procedures
- Any other aspect of interaction with Lowry

Concerns raised by employees or volunteers will be addressed under the appropriate internal policies.

3. Our Principles

We are guided by the following principles:

- Clarity: The process will be straightforward and publicly available.
- Fairness: All complaints will be considered impartially and without prejudice.
- Confidentiality: Complaints will be handled sensitively and in line with data protection legislation.
- Timeliness: We will respond promptly and keep complainants informed of progress.
- Transparency: Outcomes will be explained clearly.
- Continuous Improvement: Feedback will inform organisational learning and development.

4. How to Make a Complaint

Complaints may be made in writing, by email, by phone or in person. Where possible, we encourage complaints to be submitted in writing to ensure clarity and an accurate record.

Email: info@thelowry.com

Post: Customer Care, The Lowry, Pier 8, The Quays, M50 3AZ

Please include:

- What happened
- When it happened
- What you believe went wrong
- What outcome you are seeking

We ask that complaints are submitted within one month of the incident so that we are able to investigate effectively.

If someone is acting on your behalf, we will require written confirmation of their authority.

We will make reasonable adjustments for Deaf, disabled or neurodivergent individuals or others who require additional support in accessing this process.

5. Stages of the Complaints Process

Stage 1: Acknowledgement

We will acknowledge receipt of your complaint within 7 working days. All complaints are logged in our confidential complaints register.

Stage 2: Investigation and Response

We aim to provide a full response within 14 working days.

If further investigation is required, we will inform you and provide an updated timescale. Outcomes will be communicated in writing or, where appropriate, by phone. Where service shortfalls are identified, we will outline any corrective action taken.

Stage 3: Escalation

If you are dissatisfied with the initial response, you may request escalation within 10 working days of receiving it.

The complaint will be reviewed by a senior manager or Director not previously involved. A final

response will normally be provided within 15 working days.

Where a complaint relates to senior staff or to matters overseen by a Director, it will be referred to the Deputy Chief Executive for review. The Deputy Chief Executive will consider the information provided, gather relevant material and determine the appropriate next steps in line with our governance and safeguarding responsibilities.

If you remain dissatisfied with our response and where appropriate, you may refer the matter to an external body depending on the nature of the complaint. This may include the Fundraising Regulator, the Information Commissioner's Office or the Advertising Standards Authority.

6. Anonymous, Vexatious or Malicious Complaints

Anonymous complaints will be considered where sufficient information is provided, although our ability to investigate may be limited.

Lowry reserves the right to decline or close complaints that are deemed vexatious, malicious or without merit following careful assessment. Any such decision will be communicated clearly, and a review may be requested.

7. Safeguarding

If a complaint raises safeguarding concerns, including allegations of abuse, harassment or discrimination, it will be referred to the appropriate safeguarding lead.

8. Recording, Reporting and Learning

All complaints are recorded in a confidential register. Patterns and themes are monitored to inform service improvement.

Summary reporting is provided periodically to senior leadership and Trustees to ensure oversight, accountability and organisational learning.

9. Communication and Review

This policy is published on Lowry's website and available upon request.

It will be reviewed biennially, or sooner if required to reflect legislative changes or best practice developments.

Feedback on this policy itself is welcome and may be submitted through the standard complaints channels.

Lowry is committed to listening, responding constructively and continually strengthening the experience we provide for our audiences, communities and partners.

Author: Director of Audiences

Approved: January 2026 Review
Cycle: Biennial
Next Review: January 2028